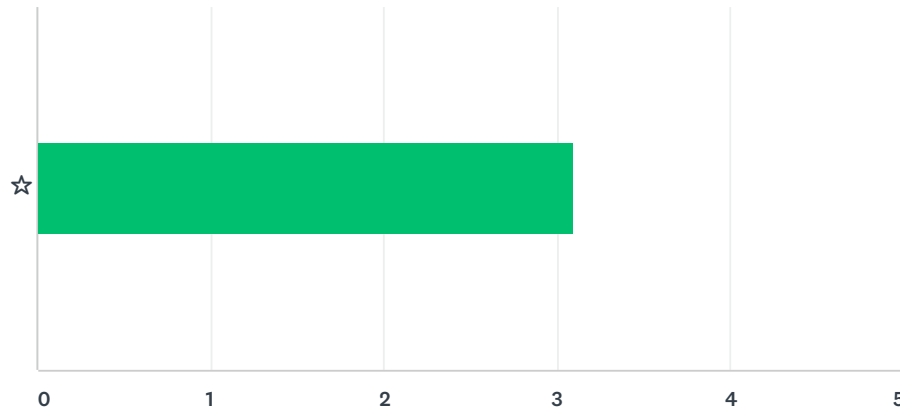


Q1 How do you feel Virginia City does in marketing itself? Rank on a scale of 1 being "Not aware of any marketing" to 5 being "Outstanding."

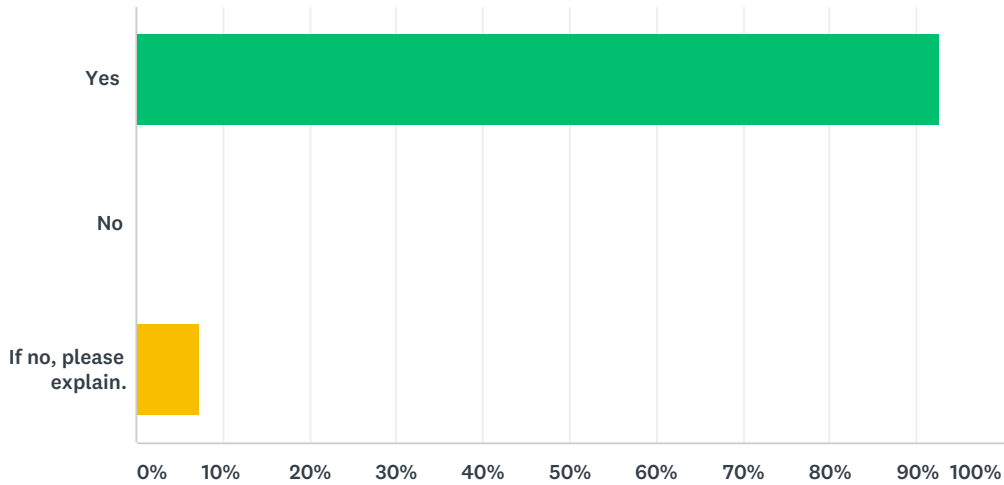
Answered: 90 Skipped: 7



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	8.89% 8	17.78% 16	35.56% 32	30.00% 27	7.78% 7	90	3.10

Q2 Do you see tourism and/or special events as a positive economic driver for the town?

Answered: 96 Skipped: 1

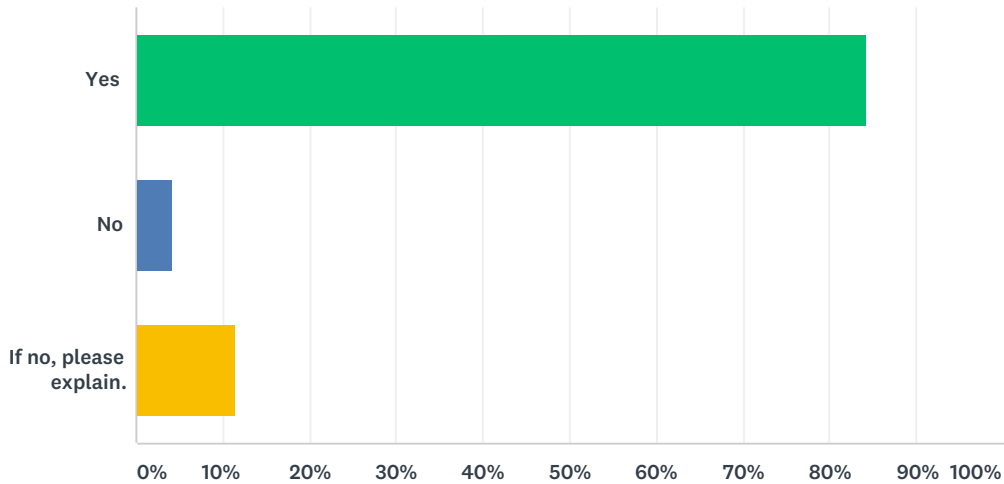


ANSWER CHOICES	RESPONSES	
Yes	92.71%	89
No	0.00%	0
If no, please explain.	7.29%	7
TOTAL		96

#	IF NO, PLEASE EXPLAIN.	DATE
1	it is short sighted. VC has become irrelevant. Nothing special and it's a long dangerous drive from Tahoe.	9/23/2018 3:28 PM
2	D	9/21/2018 7:49 PM
3	Without security and parking enforcement, events are a major negative	9/21/2018 12:50 AM
4	Liquid blue takes all the money. No chance for the town to bring in vendors, use local vendors, attract new vendors. They have no investment. No security, no trash clean up, no responsibility	9/20/2018 7:49 PM
5	Most just promote drunkenness and pad the pockets of promoters, not lthe town or ocal merchants	9/20/2018 6:20 PM
6	Not when merchants lose money because they bring their own food booths	9/20/2018 5:47 PM
7	Not if a few select are profiting through wages and county contracts	9/20/2018 4:53 PM

Q3 Do you believe that Virginia City special events help market the town?

Answered: 96 Skipped: 1

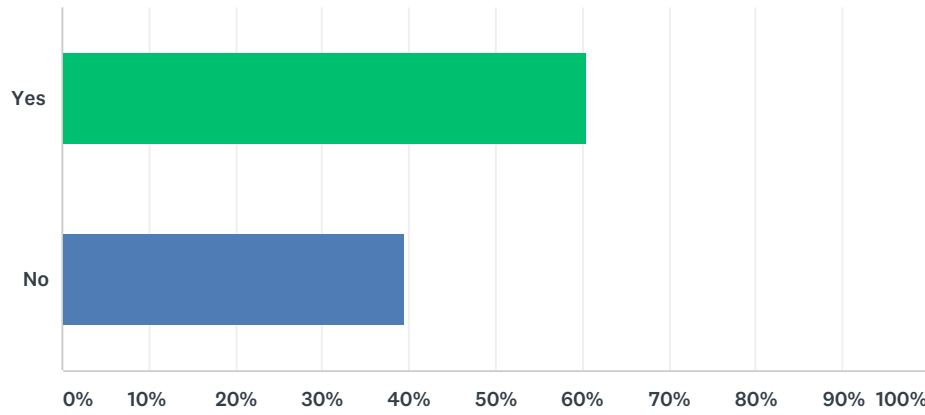


ANSWER CHOICES	RESPONSES	
Yes	84.38%	81
No	4.17%	4
If no, please explain.	11.46%	11
TOTAL		96

#	IF NO, PLEASE EXPLAIN.	DATE
1	This question is a loaded question	10/11/2018 6:52 AM
2	Depends on what you are marketing the town for. The railroad/museums and watering holes generally market the town appropriately. If marketing the town for post WW II cowboy shoot'em up is what you want, many of the events market for that.	9/28/2018 4:05 PM
3	Many of the events ruin the flair of our town. Some of the events bring in the wrong element	9/22/2018 5:20 PM
4	most of the events do not promote VC as a historical community and only benefit a few bars and liquid blue.	9/22/2018 8:08 AM
5	Don't see anything about the businesses.	9/21/2018 7:49 PM
6	In general, I don't see the benefits.	9/21/2018 10:06 AM
7	Special events seem to be a way to line the pockets of the good 'ol boy network at the detriment of the residents	9/21/2018 12:50 AM
8	There needs to be more fliers/posters.	9/21/2018 12:37 AM
9	I have the app, have not seen that used. Do not see social media or digital media or standard media...what promotional aspects?	9/20/2018 7:49 PM
10	A few nice history videos, need to do more like this. Not booze crawls or puke brawls	9/20/2018 6:20 PM
11	Not when There's people puking their guts up and cussing around the children, It's ridiculous.	9/20/2018 5:47 PM

Q4 Do you know the role of the Virginia City Tourism Commission?

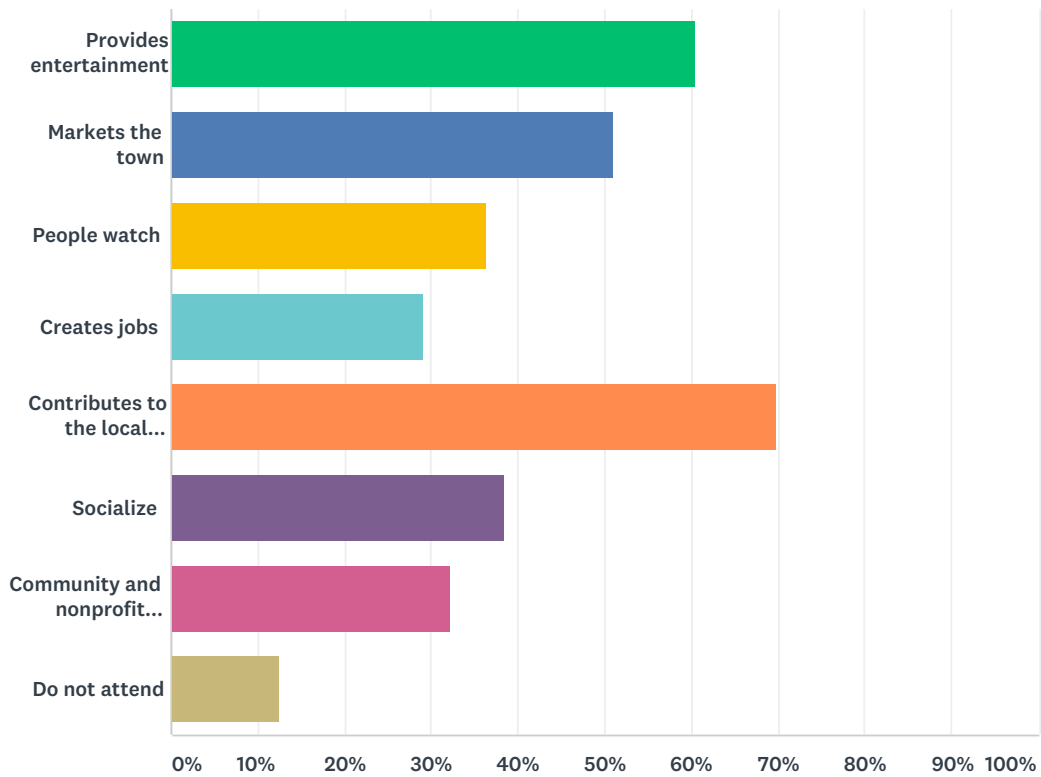
Answered: 96 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	60.42%	58
No	39.58%	38
TOTAL		96

Q5 What do you like most about Virginia City events? Check all that apply.

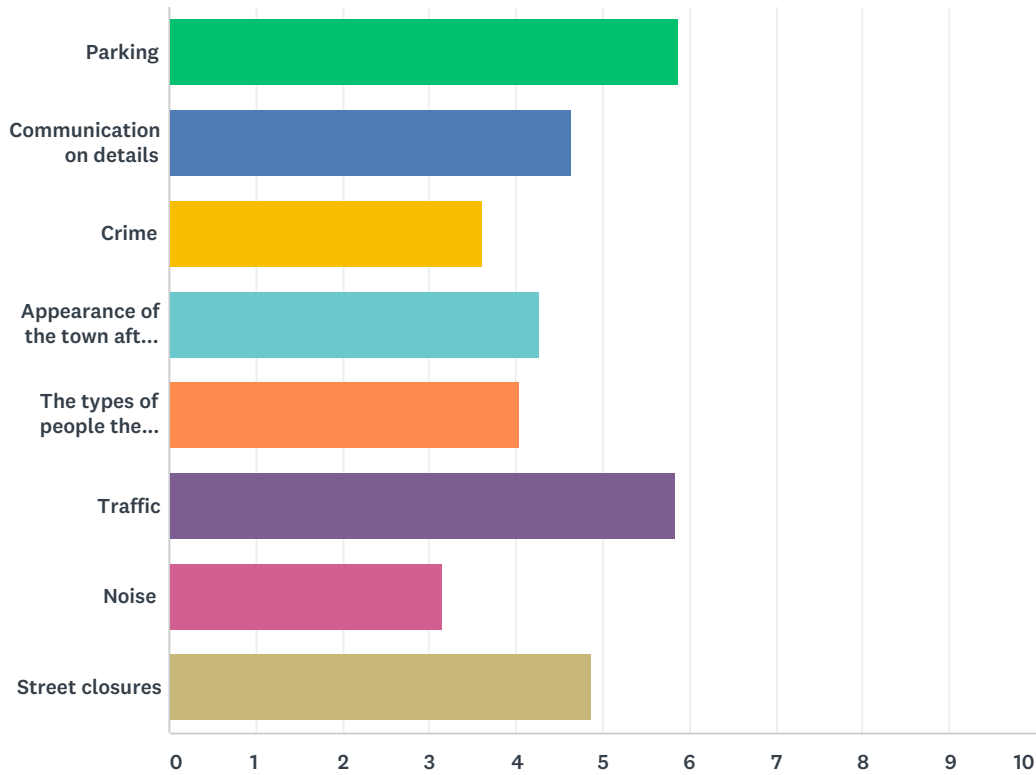
Answered: 96 Skipped: 1



ANSWER CHOICES	RESPONSES	
Provides entertainment	60.42%	58
Markets the town	51.04%	49
People watch	36.46%	35
Creates jobs	29.17%	28
Contributes to the local economy	69.79%	67
Socialize	38.54%	37
Community and nonprofit support	32.29%	31
Do not attend	12.50%	12
Total Respondents: 96		

Q6 Rank in order of importance, the most challenging aspects to you personally when events are held in town?

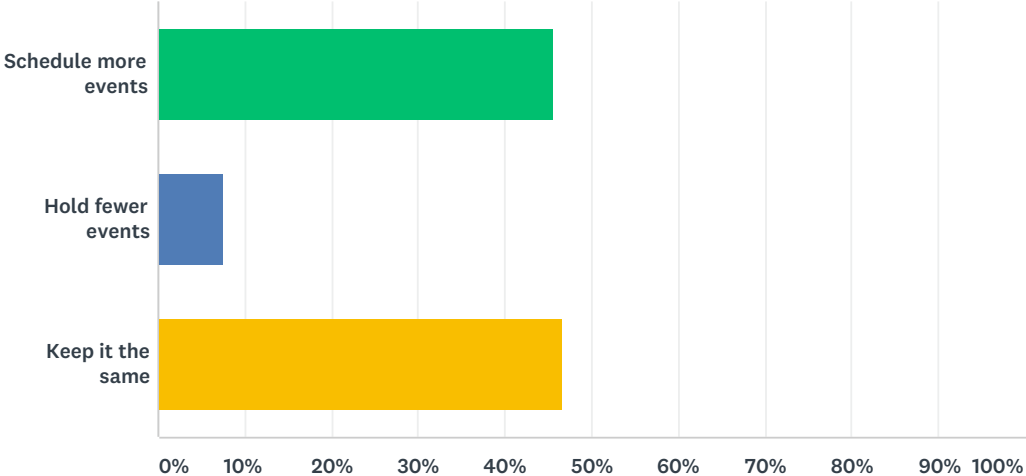
Answered: 94 Skipped: 3



	1	2	3	4	5	6	7	8	TOTAL	SCORE
Parking	29.55% 26	20.45% 18	15.91% 14	7.95% 7	9.09% 8	4.55% 4	10.23% 9	2.27% 2	88	5.88
Communication on details	8.33% 7	17.86% 15	14.29% 12	17.86% 15	10.71% 9	8.33% 7	7.14% 6	15.48% 13	84	4.64
Crime	8.54% 7	4.88% 4	7.32% 6	14.63% 12	12.20% 10	13.41% 11	14.63% 12	24.39% 20	82	3.62
Appearance of the town after the event	7.14% 6	9.52% 8	11.90% 10	15.48% 13	20.24% 17	10.71% 9	15.48% 13	9.52% 8	84	4.26
The types of people the events brings	11.39% 9	10.13% 8	5.06% 4	8.86% 7	17.72% 14	17.72% 14	12.66% 10	16.46% 13	79	4.03
Traffic	27.27% 24	18.18% 16	21.59% 19	10.23% 9	5.68% 5	5.68% 5	5.68% 5	5.68% 5	88	5.83
Noise	1.27% 1	6.33% 5	7.59% 6	8.86% 7	7.59% 6	24.05% 19	25.32% 20	18.99% 15	79	3.16
Street closures	13.25% 11	13.25% 11	14.46% 12	15.66% 13	15.66% 13	13.25% 11	7.23% 6	7.23% 6	83	4.88

Q7 Should Virginia City...

Answered: 92 Skipped: 5



ANSWER CHOICES	RESPONSES	
Schedule more events	45.65%	42
Hold fewer events	7.61%	7
Keep it the same	46.74%	43
TOTAL		92

Q8 If you could change ONE THING about special events in Virginia City, what would it be?

Answered: 69 Skipped: 28

#	RESPONSES	DATE
1	Marketing is more than events. Events don't represent who we ARE....why dont you ask about how effective the other marketing efforts are? Why didnt you ask what we don't like about the individual events instead of just what we like about events in general? Why not ask what events we like, would like to have, don't want? Why do we have to have bar crawls? Why don't we Bring back the music festivals? These surveys do not allow ANY real feedback because of the way they are constructed and skewed	10/11/2018 6:52 AM
2	Don't bring in vendors who directly compete with local business	9/28/2018 4:05 PM
3	Wider Advertising with more advanced notice.	9/28/2018 11:16 AM
4	Hold events on different parts of C St. to benefit more shops.	9/27/2018 9:35 AM
5	?	9/25/2018 5:55 PM
6	Too many events or too large of crowds tend to make uptown lose its historical appeal.	9/25/2018 1:23 PM
7	Add more events. Our biggest revenue comes from scheduled events. The motels in this town couldn't survive without special events. Thank you Michele Souza Sugarloaf Mountain Motel	9/25/2018 8:41 AM
8	market to local reno and Carson people. as a dinner/ get away destination	9/25/2018 7:17 AM
9	During events, parades, limit the fake "gunshots," please. At this last 7/4 parade, it was really excessive and upsetting to some kids and 4-legged visitors. We got the point, already!	9/24/2018 9:55 PM
10	Let more local vendors provide services so they can make \$. Not necessarily dump an organizer, but limit their control.	9/24/2018 4:28 PM
11	Need more publicity AND more parking. Also fewer bar crawls. People get really drunk.	9/24/2018 6:59 AM
12	Make it about the event, not VC (because it is completely outdated and irrelevant).	9/23/2018 3:28 PM
13	More family events or activities where families new to the area can go and socialize and commune	9/23/2018 1:48 PM
14	Better communication and wider marketing	9/22/2018 11:12 PM
15	More family events	9/22/2018 7:13 PM
16	Fewer people	9/22/2018 5:20 PM
17	More old west entertainment!	9/22/2018 12:57 PM
18	Bring more events that attract families and promote the towns historical past.	9/22/2018 8:08 AM
19	Advertising more	9/22/2018 6:50 AM
20	Lose the day time bar crawls	9/22/2018 6:05 AM
21	Get rid of the Sweet Vibrations- slimy people come out of the woodwork. No real profit for the merchants who don't sell booze and leather.	9/22/2018 12:29 AM
22	Supply more parking	9/21/2018 10:22 PM
23	Support local businesses by providing a shuttle service from free parking areas to the Main Streets.	9/21/2018 7:49 PM
24	That the residents get invited to the events or get discounted tickets or something	9/21/2018 7:40 PM
25	How can the head of tourism double dip? gets paid by the city and by his own company that puts on the events? The City boasts a "step back in time" theme but with all of the shops playing hard rock music and selling sports memorabilia, thats hardly stepping back in town. Virginia city is losing its charm of an old west town and just becoming a tourist trap.	9/21/2018 2:19 PM
26	Bring back the Americana Festival. Need more arts.	9/21/2018 1:20 PM

Virginia City Marketing and Special Event Survey - Residents

27	Direct Storey County Deputies to actively enforce the speed limit on NV 341. Speed traps/DUI check points are a great idea during events as there are multiple bars in town that overserve their event guests. Aggressive Motorcycle operators have led to multiple accidents and several deaths on the grade, and those related events require additional law enforcement presence.....I think our property taxes pay for that right?	9/21/2018 12:17 PM
28	Nothing, they do a great job.	9/21/2018 12:13 PM
29	more public parking and then shuttles to the events. no parking on the side streets.	9/21/2018 12:00 PM
30	Supervise the responsibility of event organizers and their role to keep their participants in line. Better communication with residents (input and response) to both proposed and returning events. We have an investment in living here, whereas promoters and participants do not: they can behave with varying degrees of 'professionalism' and incivility, respectively, without consequences. Insulting residents is not the way to insure an invitation to future events in VC, and a rising activism on the part of residents is worth considering.	9/21/2018 10:06 AM
31	Parking. Build a parking garage and provide shuttles.	9/21/2018 9:40 AM
32	Slow drivers who refuse to pull out coming up grade. Some additional traffic enforcement would be appreciated!	9/21/2018 9:26 AM
33	Have more communication and involve the residents in parking/road closure/traffic arrangements.	9/21/2018 9:18 AM
34	More notification of traffic on the roads to and from Virginia City on the day of events.	9/21/2018 7:12 AM
35	Better parking and handicap accessibility.	9/21/2018 6:39 AM
36	Much more security, parking enforcement and not letting people park just anywhere they want, and full garbage cleanup.	9/21/2018 12:50 AM
37	This last event someone tried to park in our driveway. The visitors are disrespectful of private property and think they can do whatever they want while they are here.	9/21/2018 12:37 AM
38	More competitive events like the VCGP	9/20/2018 9:30 PM
39	Could we get people during winter?	9/20/2018 8:38 PM
40	Have police presence in the portion of town surrounding the fair grounds and newly opened roads to and from. People drive like jerks on streets that used to be closed, and there is ZERO action. Along wit the parking that people do around town. I wouldn't be able to go any where else in the world and park the wrong way at a stop sign. But this is accepted every day!	9/20/2018 8:38 PM
41	Parking	9/20/2018 8:04 PM
42	Better organized, security, trash control, parking monitors. Respect our town if your going to use and abuse it.	9/20/2018 7:49 PM
43	Less events centered around drinking	9/20/2018 7:39 PM
44	The traffic in town and on the grade.	9/20/2018 6:54 PM
45	Don't allow venders to compete with local business on site.	9/20/2018 6:45 PM
46	Attract less bar crawls, and less street vendors. Promote history and local merchants. Keep events clean and family friendly. Close streets off with no parking on C street for all parades (provide free trolley on these days). Please don't wait for a child get run over before doing this!	9/20/2018 6:20 PM
47	Develop a traffic route around c street so the street can be closed to traffic and open for pedestrians only	9/20/2018 6:09 PM
48	To have someone else take over Executive Director position.	9/20/2018 5:47 PM
49	Nothing	9/20/2018 5:01 PM
50	Take Event Coordination out of Deny Dotson's hands and put a real bid out as Liquid Blue clearly is a conflict of interest and it clean up crew should make a ridiculous percentage off our events	9/20/2018 4:53 PM
51	Not close C Street...have more communication with the merchants and the community	9/20/2018 4:50 PM
52	Traffic	9/20/2018 4:46 PM
53	More Halloween events - they are great!	9/20/2018 4:29 PM
54	Bring back the Bluegrass festival.	9/20/2018 4:12 PM

Virginia City Marketing and Special Event Survey - Residents

55	Lots of hot topless girls with nice tits!	9/20/2018 4:09 PM
56	Better clean up after events, especially on c street.	9/20/2018 4:05 PM
57	Change your ways so store owners are happy. Stop catering to the losing train proposition. Plan and encourage development of a kid friendly venue with amusements, rides, learning centers.	9/20/2018 3:37 PM
58	Pray for smarter merchants who are actually grateful for all that is done. Many are savy but the angry few are frustratrating in their constant bitching.	9/20/2018 3:31 PM
59	Maybe offering a shuttle service up & down Gieger Grade during special events? (To curb drinking & driving)	9/20/2018 3:06 PM
60	Parking and traffic control.	9/20/2018 3:06 PM
61	Parking	9/20/2018 3:00 PM
62	Not be just about the bars and drinking	9/20/2018 2:51 PM
63	Try to hold more events during the week in summer and maybe that will cause people to want to stay longer than one night like our weekend events.	9/20/2018 2:42 PM
64	Controlling tourist parking - especially on the side roads where they park in such a way as to make the road too narrow to drive through	9/20/2018 2:40 PM
65	Keep including local businesses	9/20/2018 2:38 PM
66	Employ local people and businesses to provide vendor services.	9/20/2018 2:37 PM
67	Parking and traffic	9/20/2018 2:32 PM
68	GETTING RID OF LIQUID BLUE & BRINGING IN OUTSIDE VENDORS THAT HURT THE LOCAL BUSINESSES.	9/20/2018 2:31 PM
69	Eliminate hot August nights up here !!! They close down Main Street an no one spends in any shops !!! They bring their own coolers and lunches and sit on the board walks blocking the walkway and businesses. Plus are very rude	9/20/2018 1:50 PM